Services Most Desired (in addition to basic wireless service)

	Both Cellular and PCS Subscribers	
Call Forwarding	37%	
Paging	33%	
Internet/E-Mail	24%	
Traffic/Weather	15%	
Conference Calling	13%	
News	3%	

Source: Peter D. Hart Research Associates, March 1997

'Services Most Desired' Details:

More than seven in ten cellular and PCS subscribers think that wireless telephone companies should focus on improving their basic services by ensuring reliable transmission of calls and having phones that are easy to use. Just one in five favor expanding basic services

Improve Basic Services vs. Develop New Services

	Cellular Subscribers	PCS Subscribers
Improve Basic Services	73%	75%
Develop New Services	22%	20%
Both/Not Sure	5%	5%

Source: Peter D. Hart Research Associates, March 1997

Being "out of coverage range" was the most frequently cited problem of cellular users. While only 2% say it occurred often, 39% claim it occurred at least occasionally.

Source: Yankee Group, 1996

Customer Satisfaction

In the second annual J.D. Power and Associates Wireless Customer Satisfaction Study, consumers in 18 of the largest markets evaluated their wireless carrier on a total 27 attributes that were grouped into six major categories. Their importance to overall customer satisfaction is indicated below:

Factors That Determine Satisfaction

Corporate Image	25%
Cost of Service	23%
Call Quality	21%
Customer Communications	16%
Billing	9%
Roaming	6%

Source: J.D. Power and Associates, Wireless Customer Satisfaction Study, 1996

'Customer Satisfaction' Details:

71% of cellular subscribers and 80% of PCS subscribers express positive feelings about their telephone service. These customers feel that service has actually improved, but an increasing percentage want service to improve even more.

72% of cellular subscribers and 87% of PCS subscribers say that wireless phone service has gotten better from 1995 to 1996. Yet, while both types of users believe that wireless service has improved, there is much greater intensity among PCS subscribers, 51% of whom feel that wireless service has gotten a lot better, compared to 31% of cellular subscribers.

Proportions Who Say They Are Extremely or Very Satisfied

with Selected Aspects of Wireless Service

	Cellular Subscribers	PCS Subscribers
Overall Satisfaction	67%	73%
Quality of Product	75%	81%
Reliable/Dependable Service	72%	76%
Clear/Reliable Call Transmission	63%	72%
Resolving Customer's Problems	61%	72%
Competitive Prices	55%	73%
Privacy of Calls	54%	78%

Source: Peter D. Hart Research Associates, March 1997

Price Recognition

Some 40% of both cellular and PCS subscribers say that cost per minute and monthly charges are the most important factors when selecting a service provider. Additionally, more than 70% of wireless users say that the cost per minute and monthly charges for their wireless service were extremely important points of consideration when selecting a wireless service.

Price Factors in Decision On Wireless Phone/Service (Cellular Subscribers)

Equally as important as other factors	47%
Most Important factor	40%
Less Important	12%
Not Sure	1%

Source: Peter D. Hart Research Associates, March 1997

Retail Sales

Where Cellular Phones Are Purchased

Cellular Service Provider	45%
Electronics Superstore	26%
Car Stereo/Mobile Electronics Retailer	10%
Other	8%

Source: Consumer Eletronics Manufacturers Association, 1996

Replacement Sales, Used Sales and New Phone Sales

Year	Subscriber Gain	Replacement Sales	Used Sales	New Phone Sales
1987	549,000	27,000	35,000	647,000
1988	83 8,000	53,000	34,000	1,050,000
1989	1,440,000	160,000	102,000	1,821,000
1990	1,774,000	216,000	131,000	2,383,000
1991	2,274,000	312,000	272,000	3,080,000
1992	3,476,000	499,000	300,000	4,742,000
1993	4,976,000	792,000	528,000	6,808,000
1994	8,125,000	1,370,000	744,000	11,065,000
1995	9,652,000	1,777,000	977,000	13,830,000
1996(estimate)	9,000,000	2,120,000	1,130,000	14,588,000

Source: Herschel Shosteck Associates, 1996

Sources:

Cellular Telecommunications Industry Association (CTIA) Research: 202.785.0081

Peter D. Hart Research Associates: 202.234.5570

The Yankee Group: 617.956.5000

Herschel Shosteck Associates: 301.589.2259

The Strategis Group: 202.530.7500

Consumer Electronics Manufacturers Association: 703,907.7600

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Media Relations

FOR IMMEDIATE RELEASE

Five Million Strong For BellSouth Cellular Corp.

Wireless Subscribers Grow to 50 Million Nationwide

ATLANTA, July 25, 1997 - As the wireless telecommunications industry celebrates its 50 millionth subscriber next week, one of the southeast's major corporations, BellSouth Cellular Corp. (BSCC) is celebrating a landmark achievement of its own - approaching the five million mark for wireless phone subscribers nationwide. With this milestone, BSCC, headquartered in Atlanta, becomes the wireless provider for 10 percent of the nation's wireless subscribers.

BSCC was formed in June, 1991 as parent company for BellSouth Mobility Inc (BMI) and American Cellular Communications Corporation (ACC). BellSouth Mobility began offering cellular phone service to consumers in Atlanta in May of 1984 - just months after the first commercial wireless phones went into service. BSCC signed its 100,000th subscriber in 1988 and reached the 1,000,000 mark in 1992. Now nearing five million subscribers, the telecommunications company based in the southeast is one of Georgia's largest employers.

"The growth experienced by BellSouth and the cellular telecommunications industry since 1983 has been nothing short of phenomenal," said Stan Hamm, group president, mobile systems at BellSouth Corporation. "We have achieved this milestone by providing our customers with the most reliable technology available and award winning customer service. By continuing with the same commitment to excellence, we will provide wireless service to millions more in the years ahead."

The first commercial wireless phones went into service in Chicago on October 13, 1983. Now, just 14 years later, there are 50 million customers in the U.S. By comparison, it took 24 years from the introduction of television before 50 million households had one. It took radio 39 years for radios to reach 50 million households. And it took 77 years for land-line phones to reach 50 million customers.

Other interesting wireless facts*:

Primary reasons for subscribing

46% - able to communicate in an emergency

28% - in touch while away from the office or home

12% - personal safety

4% - make calls when late

More than 70 percent of all subscribers believe wireless phone service is improving.

35 percent of all wireless subscribers have used their phones during an emergency.

10% have used their phones to help others in an emergency 90% report they are more likely to help others because of their wireless phone

American wireless phone users make more than 59,000 calls to 9-1-1- or other emergency numbers every day.

BellSouth Cellular Corp. companies provides wireless communications services to nearly 5 million customers in 216 markets owned by BellSouth and its partners in 15 states. BMI operates with its partners in eight Southeastern states. ACC markets operate under a variety of names in California, Hawaii, and Texas and as Cellular One in Illinois, Indiana, Virginia and Wisconsin.

*Source: Cellular Telecommunications Industry Association (CTIA)

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